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Dole Food Company's Commitment to 5 A Day

- We are a founding member of the National 5 A Day for Better Health Program
- All of our nutrition programs, activities, and staff support 5 A Day; we have invested over \$24 million in the U.S. 5 A Day Program, and made significant investments in Europe and Japan
- We are committed to public-private partnerships and helping states and other countries build and strengthen their public-private partnerships



Dole's Support for U.S. 5 A Day Program

1. Nutrition Education - Elementary School Students
2. Supermarkets
3. Media and Public Relations
4. Nutrition Policy and Government Relations
5. International

Why Public-Private Partnerships Are Essential for Fruit and Vegetable Campaigns

- Improving a country's eating habits and nutritional status is a formidable task
- Complex social changes require collaborative action. Working alone, none of us, can increase our populations' fruit and vegetable consumption
- Public-Private Partnerships bring together organizational commitments, resources, and expertise to achieve a common mission

Public-Private Partnerships
Provide the Strength and Power
for Fruit and Veggie Campaigns

Partners Bring Assets & Talents

- Resources - \$\$\$, Staff and Time
- Credibility, Legitimacy, Visibility
- Expertise
- Leadership
- Access - Government, Business, Media, Universities, Creative Talent, Supermarkets, Partners
- Extend Influence and Reach
- Strategic Planning, Program Planning

Partnerships

- Bring diverse interest groups together to combine their resources to effect a specific change that individual members are unable to bring about independently
- Achieve greater impact by having member groups plan and work together.
- Combine resources Create a powerful organization or "critical mass"
- Communicate a clear and consistent behavioral goal to public, media, government, educators, decision-makers
- Position goal as "top of mind" and "top of the agenda"
- Avoid duplication of efforts, inconsistent messages, wasted resources

A Day Adventures CD-ROM





CD-ROM Partners Extend Reach of 5 A Day

- Apple Computer
- Society For Nutrition Education
- National Education Association
- National Association for Music Education

5 A Day Adventures CD-ROM

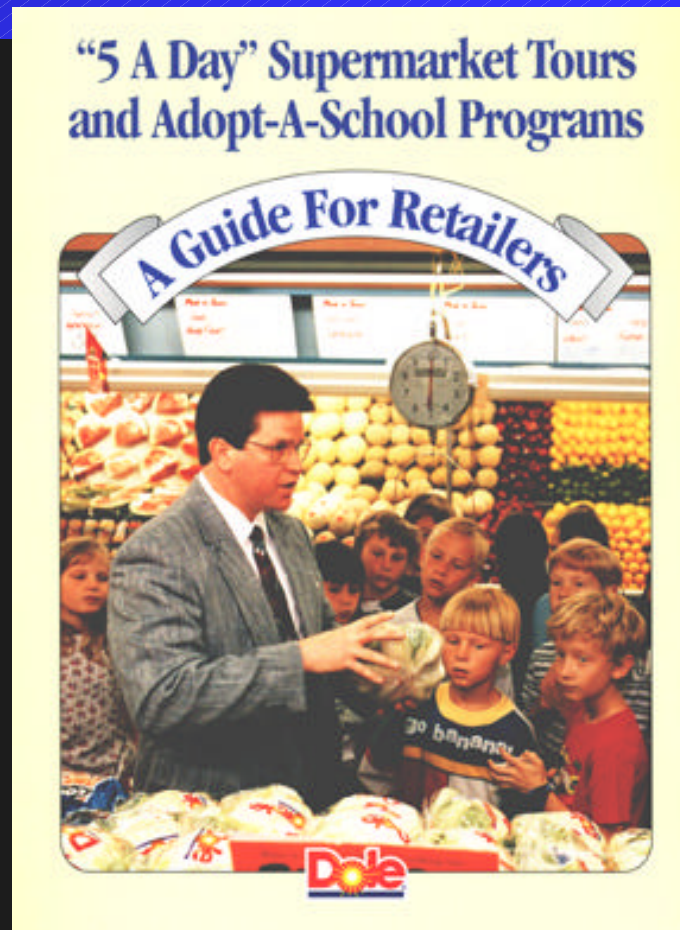
German Cancer Society and Dole



German 5 am Tag Program

- 1996 presentation on nutrition and cancer prevention and 5 A Day at German Cancer Society Conference
- 1998 Mtg. German Cancer Society, German Societies for Nutrition and Dole Europe
- 2000 Campaign launched

5 A Day Supermarket Tours Help Retailers Establish Partnerships with Schools For 5 A Day



Sustaining Corporate Involvement

- Maintaining commitment by senior management to nutrition and 5 A Day, having dedicated staff
- Having the opportunity to play a leadership role through active involvement in the Campaign
- Corporation must feel ownership for the Campaign, which is not achieved by just donating money
- Receive Benefits: Recognition, Endorsement, Respect, Leadership, New Customers, Increased Sales
- Commitment from National Health Authority/ Government to Campaign is a necessity

Public-Private Partnerships Win-Win

- Get out of your “Sand Box” and go talk to others, solicit their help
- Talk and find out about each others goals/objectives and how can you can work together to achieve goals
- Have confidence
- Share model programs that work and can be easily adapted/adopted

You Can Do It !